

IN THE CLAIMS

Please cancel without prejudice or disclaimer Claims 1-3, 5-10, 12, 20-26 and 28.

Please add the following new Claims 29-48.

Sub 29

29. (New) A computer-implemented ordering system, comprising:
an interface adapted to provide a representation of a consumer item and an option associated with the consumer item; and
a presentation module adapted to provide a real-time preview representation of the consumer item updated with the option in response to a user positioning a cursor over an icon corresponding to the option.

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30. (New) The system of Claim 29, wherein the presentation module is adapted to update a stored representation of the consumer item updated with the option in response to the user clicking on the icon.

31. (New) The system of Claim 29, wherein the option associated with the consumer item depends at least in part on a previously selected option.

32. (New) The system of Claim 29, wherein the presentation module is adapted to provide attribute data associated with the consumer item.

33. (New) The system of Claim 29, wherein the presentation model is adapted to automatically update in real-time attribute data associated with the preview representation of the consumer item updated with the option.

34. (New) The system of Claim 29, wherein the presentation module is adapted to prevent selection of the option by a user in response to a previously selected option by the user.

35. (New) The system of Claim 29, wherein the presentation module is adapted to provide an audio preview representation of the consumer item updated with the option.

36. (New) A computer-implemented ordering method, comprising:
providing a representation of a consumer item and an option associated with the consumer item; and

providing a real-time preview representation of the consumer item updated with the option in response to a user positioning a cursor over an icon corresponding to the option.

37. (New) The method of Claim 36, further comprising updating a stored representation of the consumer item updated with the option in response to the user clicking on the icon.

38. (New) The method of Claim 36, further comprising providing attribute data associated with the consumer item.

39. (New) The method of Claim 36, further comprising automatically updating in real-time attribute data associated with the preview representation of the consumer item updated with the option.

40. (New) The method of Claim 36, wherein providing a representation comprises providing an audio preview representation of the consumer item updated with the option.

41. (New) The method of Claim 36, further comprising preventing selection of the option by a user in response to a previously selected option by the user.

42. (New) A computer-implemented ordering system, comprising:
means for providing a representation of a consumer item and an option associated with the consumer item; and
means for providing a real-time preview representation of the consumer item updated with the option in response to a user positioning a cursor over an icon corresponding to the option.

43. (New) The system of Claim 42, wherein the means for providing a real-time preview representation comprises means for updating a stored representation of the consumer item updated with the option in response to the user clicking on the icon.

44. (New) The system of Claim 42, wherein the means for providing a real-time preview representation comprises means for providing attribute data associated with the consumer item.

45. (New) The system of Claim 42, wherein the means for providing a real-time preview representation comprises means for automatically updating in real-time attribute data associated with the preview representation of the consumer item updated with the option.

46. (New) The system of Claim 42, wherein the means for providing a real-time preview representation comprises means for preventing selection of the option by a user in response to a previously selected option by the user.

47. (New) The system of Claim 42, wherein the means for providing a real-time preview representation comprises means for providing an audio preview representation of the consumer item updated with the option.

48. (New) The system of Claim 42, further comprising means for acquiring statistical data associated with the consumer item.